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## Hot Topic

• Industry in Focus:  
All Industry Conference

### *Horse Friendly and Rider Comfortable*

10

New design materials are beneficial for both horses and their riders.

### *Doing Business: Hiring a Store Manager*

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Handing over control of your store has risks as well as rewards.

### *In Store*

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New startup Wind & Withers Tack & Feed does its homework before opening the doors.

### *Giftware Knowhow*

24

Identifying trends for 2004 can sharpen your gift merchandising skills.

## On the Cover

Jim Schedler, owner of  
Wind & Withers Tack & Feed  
in Milford, Ohio.

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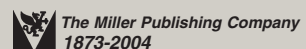


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